

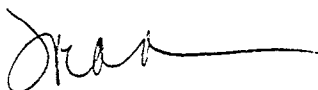
TO: Distribution
FROM: Fran Ambrosino
SUBJECT: History of Famous Commercials

DATE: January 21, 1983

As a follow-up to my memo of 12/15/82, enclosed is the drafted copy James Hall would like to include in his book about famous commercials.

Mr. Hall has agreed to all of our legal terms and has submitted the enclosed copy for approval. Please review and let me have your comments as soon as possible.

Please call me if you have any questions.



/jst

Distribution:

H. Goldfrach
E. Merlo
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